



Strategic Plan

Vision, Mission, Values



Strategic Priorities



Metrics and Targets



Goals



Action Plans



Vision



**America's Hometown –
A City of Opportunity**



Mission



To provide the highest level of service responsive to our community's expectations and to enhance its quality of life and economic vitality.



Values

- **Customer Focus:** To astonish our customers, not just satisfy them.
- **Team Orientation:** Together everyone achieves more.
- **Innovation/Creativity:** Build a team of innovative thinkers.
- **Integrity:** The best team polices itself.
- **Accountability:** Expectation + Ownership = Ultimate Motivation





Strategic Priorities



■ Economic Development:

Strategic investments that ensure long-term fiscal sustainability via growth of jobs and local revenues.

■ Infrastructure:

Underlying foundation on which the continuance and growth of our community depends.

■ Organizational Efficiency:

To bring about an optimal organizational size and structure to ensure agility in meeting operational demands and achieving sustainable practices in the face of rapidly changing environments.

■ Team Cohesion:

Council and staff unity in fulfilling the organization's vision and mission.